

Notice of Allowability	Application No.	Applicant(s)	
	09/832,902	SHIN ET AL.	
	Examiner Michael B. Holmes	Art Unit 2121	

-- *The MAILING DATE of this communication appears on the cover sheet with the correspondence address--*

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. This communication is responsive to April 12, 2001.
2. The allowed claim(s) is/are 1-13.
3. The drawings filed on 12 April 2001 are accepted by the Examiner.
4. Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All b) Some* c) None of the:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. 09/832,902.
 3. Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
6. CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) hereto or 2) to Paper No./Mail Date _____.
 - (b) including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. Notice of References Cited (PTO-892)
2. Notice of Draftperson's Patent Drawing Review (PTO-948)
3. Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date _____
4. Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. Notice of Informal Patent Application (PTO-152)
6. Interview Summary (PTO-413),
Paper No./Mail Date _____.
7. Examiner's Amendment/Comment
8. Examiner's Statement of Reasons for Allowance
9. Other _____.



UNITED STATES PATENT AND TRADEMARK OFFICE

P.O. Box 1450, Alexandria, Virginia 22313-1450 – www.uspto.gov

Examiner's Detailed Office Action

1. Claims 1-13 are allowed.

REASONS FOR ALLOWANCE

2. The following is an Examiner's statement for reasons for allowance:
3. The closest prior art *Wishoff* (USPAP 20020051017) does not teach or render obvious applicant's claimed invention. In particular, as pointed out below, the prior art lacks certain features and the combination as specified in the respective claims.
4. With regards to claim 1 Wishoff does not disclose "*... when the user's e-mail viewing is completed, automatically executing a communication program to proceed to communication accessing to a web page of an advertiser who has presented the corresponding advertising data.*"
5. With regards to claim 6 Wishoff does not disclose "*... automatically executing a communication program to proceed to communication accessing to a web page of an advertiser who has presented the corresponding advertising data, when the user's e-mail viewing is completed.*"

6. With regards to claim 8 *Wishoff does not disclose “ ... d) generating e-mail read data according to the user's e-mail viewing to output the same to the server computer and executing a communication program upon completion of the user's e-mail viewing to proceed to communication accessing to a web page of an advertiser who has presented the corresponding advertising data ... ”*

Correspondence Information

7. Any inquiries concerning this communication or earlier communications from the examiner should be directed to **Michael B. Holmes**, who may be reached Monday through Friday, between 8:00 a.m. and 5:00 p.m. EST. or via telephone at **(571) 272-3686** or facsimile transmission **(571) 273-3686** or email Michael.holmesb@uspto.gov.

If attempts to reach the examiner are unsuccessful the **Examiner's Supervisor**, **Anthony Knight**, may be reached at **(571) 272-3687**.



Anthony Knight
Supervisory Patent Examiner
Group 3600

Michael B. Holmes

Patent Examiner
Artificial Intelligence
Art Unit 2121
United States Department of Commerce
Patent & Trademark Office

Friday, January 21, 2005

MBH